



FOR IMMEDIATE RELEASE

JCB Spirits: Jean-Charles Boisset Launches Wine-Based Vodkas and Gin

Extending Burgundian provenance through these unique white spirits

ST. HELENA, CA. (March 23, 2018) – JCB by Jean-Charles Boisset has expanded with the launch of JCB Spirits – three vodkas (classic, caviar infused and truffle infused) and a gin distilled from a wine base made from Pinot Noir and Chardonnay sourced from the Côte d’Or in Burgundy. The spirits, which launched early March in selected states, captures the JCB hallmarks of quality and style in a new line that represents an extension of Burgundy beyond wine.

JCB Spirits represent a new ultra-premium category for white spirits, reflecting their Burgundian provenance, elegance and style. Jean-Charles worked with a master distiller in Nuits-Saint-Georges for more than 15 years to perfect spirits recipes that use only the best ingredients – hand-picked, hand-sorted grapes and the purest water from historical springs in France.

JCB Spirits are not mass-produced year-round, but rather made once per year and reflect a single vintage (2012 for the inaugural 7,200 bottles). The Pinot Noir grapes were partially de-stemmed and fermented in French oak open-top vats for more than 20 days. The wine was then aged in barrel for 6 months. The Chardonnay grapes were gently pressed to release their natural golden juice, then fermented and aged in French oak barrels for 6 months. The grape varieties were then blended together and distilled seven times to achieve the perfect, silky texture. After the grapes rested for two months to let the flavors marry, the spirits were then filtered five times.

“JCB Spirits is the culmination of my dream of many years to create the ultimate elixir,” Boisset said. “Distilled from a wine base and infused with botanicals as well as delicacies from the land and sea, these spirits are the ultimate expressions of what the earth has to offer!”

From the foundation of the classic vodka, we created sophisticated infusions to create sensory delights: one from sturgeon caviar from Southwest France and one from black Périgord truffles. A unique and proprietary process that took more than 12 years to achieve was developed to give an elegant, but not overpowering, expression of caviar in the vodka. Truffle, one of the most ancient representations of the soil, creates the perfect umami expression when infused in the vodka.

JCB Gin is made from sustainably grown and exceptionally researched ingredients. Made in the same process as the vodka, through distillation of Pinot Noir and Chardonnay wine, the gin is then infused with juniper, roses, coriander and the extracts of 44 herbs, spices and Biodynamic plants known for health-sustaining properties, including chamomile, honeysuckle, dandelion, calendula, borage, valerian, stinging nettle, lemon balm and yarrow.

The striking bottle was inspired by Jean-Charles' collection of 17th and 18th-century decanters. Each spirit is adorned with a different colored diamond-cut neck ring that represents various elements of the earth: gold for the Pure Vodka, copper for the Truffle Vodka, onyx for the Caviar Vodka and platinum for the Gin. These revered minerals characterize the significance of "telluric" energy, currents that run under the earth and sea. The intentional design and purity of each ingredient honor and reflect Mother Nature.

JCB Spirits are available at select locations in Arizona, California, Connecticut, Delaware, Florida, Illinois, Maryland, Massachusetts, Minnesota, New Hampshire, New Jersey, New York, Oklahoma, Texas, Washington and Washington, D.C. For more information, please visit www.jcbspirits.com

Please click [here](#) to download high-resolution images (bit.ly/2fGXXQ5).

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About JCB by Jean-Charles Boisset

Created by Jean-Charles Boisset, JCB embraces and represents a new height of luxury, uniting the worlds of wine, spirits and fashion in luxurious tasting locations and experiences that transcend terroir, reaching beyond the traditional confines to embody style and sophistication. JCB wines and spirits unite centuries of Burgundian family tradition with the graceful exploration of sophisticated terroir. Dedicated to capturing style within a bottle, JCB wines and spirits embody an uncompromising personality that transcends the traditional confines and is audacious, unique and mysterious. For more information, please visit www.jbcollection.com

About Boisset Collection

Boisset Collection is a family-owned collection of historic and unique wineries bound together by a common cause: authentic, terroir-driven wines in harmony with their history, their future and the land and people essential to their existence. With more than twenty-five historical and prestigious wineries and tasting salons in the world's preeminent terroirs, including the Côte d'Or, Beaujolais, Rhône Valley, California's Russian River Valley and the Napa Valley, each house retains its unique history, identity and style, and all are united in the pursuit of fine wines expressive of their terroir. Boisset Collection has also branched out beyond wine to offer luxury goods, both of its own design and from partnerships with historic companies such as Baccarat, Lalique, Christofle and Bernardaud. To learn more about the Boisset Collection, please go to www.boissetcollection.com

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